

KCCU Local Content and Services Report

February 2014

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

Our overall goal has never changed, we strive every-day to be the best public radio station we can using the resources we have. We have a very small staff that is currently two full-time people short. So, while I can appreciate that larger stations might have time to do all the above, the truth is, we spend most of our time at work attempting to program two HD stations. Instead of going to work, I like to view it as girding our loins for battle, and battle it is, every day. There is never enough time. Our GM/ Director of Broadcasting is also the program director, chief engineer and music director. Our news director is also doubling as the webmaster. Our Underwriting Director also dabbles in development. Our Production Director is taking up the slack for the GM who does not have time to tend to all the operational duties. We lured our Membership Director back part-time out of retirement. He also has taken on the task of coordinating our presence at local events.

That being said, we managed to cover the sequester and government shutdown activities by reports from the local military bases that were covered on-the-air and on our web-page. Three of the five major communities served by our transmitters have military bases. What happened could best be described as carnage. In one week last year, some 10,000 citizens of Lawton alone, a community of 130,000 including Ft Sill, lost their paychecks. The impact not only to those people, but to the communities was immediate. KCCU was there, not only providing reports on-the-air, but on our webpage. Also, because we are members of NPR, we were able to supply our listeners up to-the-minute reports from Washington, and also supplied digital content to our consumers through the NPR News component on our website.

When Tornadoes wreaked havoc on Oklahoma, we sent our reporter in the field, and also covered the disasters through our affiliation with the Oklahoma Public Media Exchange / State Impact Oklahoma through on-air broadcasts and digital content including audio and graphics. KCCU aired messages from the Red Cross communicating needs for specific supplies in the community of Moore. It should be noted that while Moore, Oklahoma is outside of our broadcast area, in times of crisis, Oklahoma becomes a single community and all citizens across the state and the broadcast media spring into action to assist victims. This is not something extra we do, it is what we do.

Since KCCU is in Native America, Oklahoma, this year we added programming from Native Voice 1 to inform and engage the large Native American population in our area. Because of staff vacancies, KCCU was not able to realize a dream of a locally produced Native American program this year, but it is still on the table.

Finally, the Director of Broadcasting is involved this year in Leadership Lawton Ft Sill. It is a program designed to develop community leaders by exposing them to the governmental, not-for-profit and religious organizations in the community and state. The class has visited everything from local schools, to city hall, to crisis pregnancy centers to alternative secondary schools. Later this month, the class will be visiting a session of the Oklahoma State Legislature. Our class project will be raising money and erecting playground equipment for special needs children in the public school system. I am honored to serve on the class "Media" committee. I share responsibility with several others to get our message out to the community. I included this to demonstrate that we not only talk-the-talk, but walk the walk in community involvement.

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community non-profits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

KCCU is a proud charter member of the Oklahoma Public Media Exchange / State Impact Oklahoma. Hereafter for purposes of brevity I will refer to the entity as OPME. The OPME is a partnership between KCCU, KGOU, KOSU and KWGS. We used to have two other partners, but due to the tenuous financial position public broadcasting entities in Oklahoma find themselves in, they are no longer involved financially but we still let them come to meetings.

The OPME employs two reporters, one who concentrates on the multimedia aspects of the stories, and the other focuses on the field reporting. The two reporters travel the state to report on the intersection of government, industry, natural resources and the Oklahoma workforce.

KCCU airs OPME content weekly, and their digital content is featured prominently on our homepage. Most recently, OPME has covered an emerging seismic phenomenon, or earthquakes possibly caused by hydraulic fracking in the oil industry. The oil industry is a huge financial engine in the state of Oklahoma.

Most of our station personnel serve on various boards of directors in the community. Among the boards we serve on are The Armed Services Y, Lawton Arts-for-All and the McMahon Auditorium Authority.

KCCU has recently contacted the Cameron University Music Department, and we are going to endeavor to air local concerts performed by members of the University's musical ensembles. This past Christmas, we aired "The Lawton Messiah," a concert that was a combination of University, community and Ft Sill musicians.

KCCU is a sponsor of both the "Lawton Arts-for All" festival and the "Lawton International Festival." In the time period leading up to the festivals, our station has a daily parade of event organizers coming through as we assist them in getting their message out.

3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

At KCCU, one of our primary missions is education, and to be a good citizen of the community. Part of that would be helping those in need of information or expertise. A few years ago, we had a student, Breanne Loving, who worked at KCCU as a part of her coursework at Cameron University. After Breanne graduated, an opportunity availed itself to her, and that was to help set up a radio station at the Catholic school at which she works.

Myself, our Production Director Cynthia Sosa and Breanne have spoken numerous times about the radio industry as a whole and running and/or managing a radio station. The station is KEOG and the license holder is Oklahoma Catholic Broadcasting. It broadcasts in Lawton, OK at 88.3FM. Later this year, Breanne is going to bring some of her students on a tour of our station.

Here is what Breanne has to say about her public radio station, KCCU: "I have been a supporter and listener of KCCU for many years. I have always enjoyed the local touch of the radio station and their choice of programming. It also does my heart good to see KCCU around our city supporting community events. Putting a new station on the air is never easy. There are so many rules to be observed. Whenever I have any questions regarding broadcast writing or rules, I usually refer to Doug and Cynthia. They are always very helpful in guiding me to the right resources. I recently ran into an issue with my sound library here at my station. I was working on a special project that I wanted to put on the air. I ran out of music. I did not know where to purchase any more music that was affordable and of good quality. I was able to call Doug and have him recommend a few sites where I could purchase what I was looking for. Because of his recommendation I was able to complete my project. When my boss heard the quality of the music he was very impressed and could not wait to get it on the air. There are so many things I could not do without the support of my friends at KCCU."

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2013, and any plans you have made to meet the needs of these audiences during Fiscal Year 2014. If you regularly broadcast in a language other than English, please note the language broadcast.

KCCU has begun broadcasting Native Voice 1 programming to educate and inform the areas large Native American Population. Since the common language of Native America is English, the programs are broadcast in English. There is a small, affluent contingent in the community that is anti-native. We are airing NV1 programming on a trial basis to see if there is any backlash from some of the "Pillars" of the community. So far, we have not had any negative response so we are taking this as tacit approval.

We always have to take into consideration where we are located. Making programming decisions that do not reflect the culture and ethnical make-up of our region would be foolhardy. Oklahoma is predominantly white and ultra conservative. We do not need to make the target already present on the backs of public broadcasters in this state any larger.

That being said, KCCU is contacting nations / tribes in the area to gauge interest in increasing the amount of Native American programming that KCCU airs. Since this programming is not free, KCCU would not be able to do it without a financial commitment from underwriters and or Native American business entities. KCCU does have the support of our license holder, Cameron University in our effort to increase our offering to the Native American community.

We have not tabled our dream of adding a weekly, bi-weekly or monthly locally-produced, Native American informational program. Since we are short-staffed, the best we have been able to do over the past year is add the NV1 programs.

KCCU is a sponsor of the Lawton International Festival. The festival is unique, because it offers an Immigration and Naturalization Ceremony that is part of a festival in a park, and not conducted at some federal building in a major metropolitan area. KCCU was present at the "Parade of Nations" and received an award at the ceremony which was sandwiched between the parade and the naturalization ceremony. Station personnel served as Emcee's introducing various acts on the three entertainment stages during the festival. We provided PSA's and webpage space dedicated to the festival.

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

KCCU does not serve just one community; we serve a large, mostly rural section of southwest Oklahoma and western north Texas. In some of the counties, there are more cattle or acres of cotton than there are human beings.

This is a portion of the world, where when kids graduate high school, they leave. Looking at a political map, it is also one of the most politically conservative regions in the country. College graduation as a percentage of the population is under 20-percent.

So, to say that there are markets in the country that match up better demographically to a typical public radio audience, would be a major understatement.

That being said, we are told all the time by our listeners that we are an "Oasis" in the desert of country and religious stations. I am not saying they should not be on the air, I happen to side with the late Supreme Court Justice William O. Douglas who said that the airwaves belong to the people. There is room for everyone.

However, because KCCU serves an area that routinely elects congressmen and senators who want to zero-fund the CPB, fundraising for a public radio station is a daunting task. I have actually had people refuse to shake my hand when they find out that I work for an "NPR station."

KCCU listeners have never fully paid for their programming obligation at KCCU. They listen, but their moral code prohibits them from contributing to what they perceive as liberal causes. The shortage of funds has to be made up somewhere. The station cannot depend on the continued benevolence of our license holder, Cameron University to make up the budgetary shortfall where programming is concerned.

Our CSG from the CPB is our listener's safety net. It is an insurance policy that assures our listeners have their oasis in the desert. Without the CSG grant, the program offerings from KCCU would suffer. Would we still have listeners if we were not able to offer Performance Today on one hand or Morning Edition on the other? That is a rhetorical question, and I do not know the answer.

The CSG grant has also helped us train the staff and keep current with changing technology and the changing landscape of what radio stations do. We are now a media outlet as opposed to a radio station. There are webpages, streaming audio, Facebook, Twitter and many other platforms our staff must use to engage our listeners.

Every member of our staff has been to a conference such as the PMDMC, attended training sessions such as Audio Vault University (classes offered by Broadcast Electronics the manufacturer of our automation system) and attended seminars in grant writing over the past year. We would not be able to do that without help from the CPB.

The CSG Grant from the CPB enables our staff to better serve our listeners and it enables KCCU to offer better programming choices to our listeners.